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~~Sept 1958~~

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1958/59



Ludwig

PRIDE'S

Nurseries

Box 431

F WORCESTER, MASS. AND

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RECEIVED
★ JAN 23 1959
U. S. Department of Agriculture

The variety on the cover is Picotée

FALL 1958 to SPRING 1959

TO OUR CUSTOMERS:

We are pleased and proud to be chosen as an American Representative of the famous LUDWIG AMARYLLIS firm of Holland. This company is world-famous, as they have been one of the top amaryllis hybridizers for over 25 years.

NAMED VARIETIES. We handle mostly named varieties which are propagated vegetatively with time and care so that they will be true to name.

GROWING INSTRUCTIONS. Although growing instructions are included in this booklet, we will send additional instructions called "SUCCESS WITH AMARYLLIS" with each order. We recommend the book called "AMARYLLIS . . . and how to grow them" by Peggie Schulz which we sell for \$2.95 a copy.

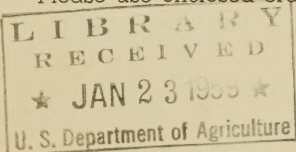
PRICES. It is impossible to propagate these magnificent named varieties of amaryllis and retail them as first-class bulbs at "bargain prices." We list no variety for less than \$2.50 a bulb.

DELIVERY. Due to the late maturing of bulbs for maximum growth, first-class amaryllis bulbs cannot be shipped until late November or December. Although we have a stock of most of the varieties listed ready to ship, a few are in very short supply and will be supplemented by shipments arriving from the originators in Holland. Order immediately to be sure to get what you want.

GIFT SUGGESTIONS. These choice amaryllis make excellent gifts for Christmas or other special events. They can be shipped out during all but the most severe weather.

FLOWERING. Follow instructions carefully, holding off much water until really active growth begins after the bulbs have been planted. Bulbs usually flower in from 6 to 8 weeks after planting. The LUDWIG strain is famous for its elegance, refinement and delicacy of coloring as well as large size and heavy petal texture. The wonderful new pink varieties are especially outstanding.

NOTICE. Do not send order to Holland. No C.O.D. orders accepted. Please use enclosed order blank, and order as early as possible.



PRIDE'S
* BOX 431
WORCESTER, MASSACHUSETTS

Amaryllis Lovers

The Amaryllis naming contest announced in last season's Amaryllis Catalog and readily published by several American Magazines and Newspapers, has become an overwhelming success, so that our task of doing justice to the thousands of names suggested by Amaryllis lovers all over the world has not been an enviable one.

We alphabetized all the names, turning them over in our minds, and selecting those that matched best with the novelties we are listing in this season's new Amaryllis Catalog.

The lucky winners of this season's contest are:

Mrs. John Neuman, of Manitowoc, Wisc. and

Mrs. A. L. Candido, of Kansas City, Kansas, who both suggested the name of Blazing Star.

Mr. Robert D. Goedert, of Jacksonville, Florida for the names of Cardinal and Fire Dance.

Rev. Paul E. Holland, of Burlington, Colorado for the name of Liberty Hyde Baily.

Mrs. I. Freese, of Pinetown, Natal, South Africa for the name of Ludwig's It.

Mrs. G. W. Payne, of Houston, Texas for the name of Traffic Stop.

Mrs. John Neuman, of Manitowoc, Wisc., who also suggested the name of Fire Fly.

Miss Jean Marie Muro, of East St. Louis, Missouri for the name of Little Sweetheart.

Mr. Louis Uffelman, of Pana, Illinois for the name of Picture.

We congratulate the above Amaryllis lovers on their success; they will have their free and self-named varieties in November next. Many other suggestions were very appropriate, but for color shades in which we have no Amaryllis novelties this season; we have conscientiously kept all the names for further reference, for in view of the great success of last season's Amaryllis naming contest we shall continue, so that you are welcome to send us your suggestions again, the more so as we shall list some more novelties in various color shades next season.

As to the above novelties we do not doubt but that you will give them your kind attention; we have again described them up to the minutest details with the aid of the Roal Horticulturally Color Charts.

We have not yet mentioned Picotée, of which outstanding novelty you will find a colored illustration on the cover of the Amaryllis Catalog and on which we have spent enough space on page 18. When visiting us in September 1957 we showed Dr. Philip G. Corliss of Somerton, Arizona, some transparencies of Picotée Amaryllis, which he thought an absolutely new direction. We warned him, however, that it might take another ten years before we should list them. In this year's *Herbertia* (Amaryllis Year Book published by the American Amaryllis Society), Dr. Corliss did a feature on Picotée Amaryllis, mentioning that though we had been at Picotée Amaryllis for over the last twelve years, we should not offer them for another ten years to come.

Apparently we have given him the lie, but that is certainly not his fault, but rather ours, as we have given in to the many enthusiastic reports we received from customers that we had test Picotée, and who insisted unanimously on putting the "beauties" for sale.

Lastly we draw your attention to the fact that all prices, also those stated on the enclosed order sheet, include all charges for delivery "*Free to door*". For new customers we may mention here that they do not need an import permit and that the Amaryllis Clones are examined by the American Plant Inspectors in our warehouse at Hillegom, so that parcels cannot be held up in the United States, where they are not re-examined at all. Furthermore all parcels and consignments have been fully insured against all possible risks, so that in case you should find bulbs affected by extremely cold weather, you had better write us at once, so that frozen bulbs may be replaced in the next pool shipment. In this connection we focus your attention on the frostproof packing, which is so adequate that though last winter's frosts were really very abnormal, we have received hardly any complaints.

We have received reports of many customers having won blue, red, yellow, green, tri-color and sweepstake ribbons, which is really worth mentioning; therefore we intend to publish any information you may give us on this year's winners at Amaryllis shows in next season's Amaryllis Catalog.

We conclude by wishing you a very successful Amaryllis season and you may give us credit for doing everything possible to achieve this end.

Hillegom, September 1958

American Express

Oriental red (somewhat lighter than 819) fine even color with slightly lighter red stamens. The throat is dark red with a violet red reflection. A robust Amaryllis with much flare.

2 - 3 Scares, 26 - 28" tall, each with 4 large, open, eight to eight-and-a-half inch blooms. A fast grower, coming easily in full bloom. We specially recommend this variety as it should have its place in every Amaryllis collection.

Price: \$ 3.25 each

Highest possible Rating (AA) in the Cleveland trials

Apple-Blossom

White with Dawn Pink (523).

The lower petals are of a lighter color shade, almost white with a dash of Dawn Pink. The stamens are white and the throat is faintly greenish with a dark red ring.

2 Scares, each with 4 - 5 eight inch blooms of a fine, flat shape, all of which flowering almost simultaneously, suggestive of the abundant wealth of flowers of the blooming apple trees.

Price: \$ 3.75 each

"The name is a dead hit" (John v. Gilder - New-York)

Attraction

A particularly fine variety with a peculiar Capsicum Red Color (715) and an elegant shape.

The throat is dark and glossy with a perfect depth.

2 - 3 Scares, 28 - 30" tall, each with 4 seven-and-a-half inch blooms, their petals standing loosely, but yet elegantly and gracefully on their stems. A superior Amaryllis, strong and manly, and yet elegant at the same time.

Prijs: \$ 2.75 each

Blazing Star

This novelty, which we offer this year for the first time, is of a very particular self color, viz. a dark vermilion red (slightly darker than Dutch vermilion No. 717) with a dark glossy throat.

Its blooms are large (nearly 10" diameter), round, and rather flat, the calyxes being abt. 4" tall.

Generally there are two scapes, 20-22" tall, each bearing four blooms. We wish to bring the variety to your special notice, as it is a valuable access to your Amaryllis collection.

Price: \$ 5.- each

The name we chose for this excellent novelty was suggested by:

Mrs. John Neuman, Manitowoc and by Mrs. A. L. Candido, Kansas City.



DIAMOND
APPLE BLOSSOM
NIVALIS

Bridesmaid

A very good, pure white variety with a light green tinge in the throat. 2 Scares, 22-24" tall, one blooming after the other, with 3-4 seven-and-a-half inch, somewhat fringed blooms. A very attractive potflower, which has always been in brisk demand.

Price: \$ 2.75 each

Bouquet

A variety of a very peculiar salmon color and a particular charm. The colorshade is a begonia pink (619) with a dark throat matching with Empire rose (0621). The throat is a dark glowing color, beyond which the color is a shade lighter viz. Empire rose (0621), the stamens of the same colorshade (0621) being particularly effectual. 2-3 Scares, 25-28" tall, each with 4 eight-and-a-half to nine inch blooms of a flat and flawless shape, standing gracefully on their strong stems.

Price: \$ 3.75 each

"The best Amaryllis I have ever seen!" (Mr. Tom Manley)

Highest possible Rating (AA) in the Cleveland trials

Brilliant

Vivid signalred (darker than 719) with dark red, glossy, rather deep throat.

The trumpetshaped blooms are pretty large viz. 4½ inches diameter. 4 Eight-and-a-half inch blooms to each of the two scares, which are 23-25" tall.

An extremely fine variety of a fascinating color shade, which is an extraordinarily early and easy forcer.

One of its characteristics is that it has already foliage during its florescence, which makes it a very attractive potplant.

Price: \$ 2.75 each

Provided with an award of merit

at the Amstelflora, Amsterdam

Candy Cane

A magnificent, two-colored Amaryllis, alternatively red and white in the right proportions. All petals are white edged, a white streak springing from the throat. Between the edge and the streak the color is a bright capsicum red, which makes it a jolly flower setting the heart of any Amaryllis Lover singing.

The stamens are pure white, the petals broad and flat, making for strong and compact flowers of 8-9" diameter, borne by two scares 26-28" tall.

Price: \$ 4.- each

Cardinal

Another newcomer that is a welcome addition to our named Amaryllis collection with its dark oxenblood red (820) color and its very dark currant red throat.

There are four blooms of 8" diameter to each of the two scapes, which are 22-24" tall.

Cardinal is very likely to be a variety that is to conquer the hearts of all genuine Amaryllis-lovers.

Price: \$ 5.- each

The name of Cardinal was suggested by:

Mr. Robert D. Goedert, Jacksonville.

Caruso

Jasper salmonred (018) with a somewhat lighter (018 $\frac{1}{2}$) edge and a Mandarin red (17/1) reflection in the centre and upper part of the petals. The throat is dark warm red with a slightly violet vein. 2-3 Scapes, 24-26" tall, each with 4-5 eight inch blooms. An excellent variety.

Price: \$ 3.25 each

Champion's Reward

Vivid oriental-red (819) with a deep glossy throat. A particularly fine flower shape, rather round, and recurvate petals.

The backs of the petals are also gorgeously colored.

Two scapes, 26-28" tall, with each four large, open, nine inch blooms. A specially decorative plant and one of the 1957 bestsellers.

Price: \$ 3.75 each

Cherry Queen

A particularly fine cherryred variety (722), which is unique in this color. The bloom is suffused with a somewhat lighter cherryred reflection (722/2). The stamens are of the same color shade. The flower shape is round to a nicety, slightly bearded and rather flat, the stems of the flowers themselves being rather tall. The 4 seven inch blooms on each of the 2-3 scapes, 28-30" tall, stand consequently wider apart than is normally the case with our Amaryllis, giving the whole, however, a very attractive appearance.

Price: \$ 2.75 each



BOUQUET



CANDY CANE

Crimson Beauty

Crimson (22), the ends of the petals being a shade darker, whereas the color is somewhat lighter towards the centre (22/1 22/2), soft greenish with a white streak. The throat is a greenish white, striped crimson. 2 Scares, 28" tall, each with 3-4 seven-and-a-half to eight inch blooms. An elegant and smart flower shape with a very attractive color. Price: \$ 3.75 each

Daintiness

A very fine porcelain rose (620) with a crimson rose glow towards the centre (22/2). The throat is veined with a soft green, the stamens being again porcelain rose (620).

2 Scares, each with 4 blooms. A very promising variety.

Price: \$ 4.- each

Provided with an award of merit

at the Amstellflora, Amsterdam

Delilah

A particularly fine Begonia-pink salmon color (619) with a darker throat shading into red.

The lighter colored petal edges make for transparent, glossy blooms, which are of a nicely rounded shape.

2 Scares, 25" tall, bear each four 8" blooms.

A peculiar color, which the Amaryllis-lover is likely to call salmon-pink, and which is specially attractive. Price: \$ 3.75 each

Diamond

A particularly fine geranium-lake red color (20) with a dark purple red throat.

The inner petals are slightly fringed and bearded.

Two robust scapes, 25" tall, with each four, large, open nine inch blooms. A peculiar color and a very free-flowering Potplant.

Price: \$ 3.75 each

A real asset to our collection of named Hybrids

Doris Lilian

This variety, which was highly appreciated by most possessors, may safely head the list of our novelties, for it is peerless in its special Carmine Rose (21) color. The lower petals are somewhat lighter (21/1), and the petals end also in this lighter color shade. The throat is a dark glossy carmine red. 2-3 Scares, 26-28" tall, each with 4 seven to seven-and-a-half inch blooms of a fine, flat shape. Price: \$ 3.75 each

Rating A in the Cleveland trials

Fantasy

A very outstanding variety, which is hard to describe. The dominating color is Delft rose (020) with a faint light rose stripe on each petal, the tips of the petals being almost white to very light rose, rendering the shapely flowers very effectual. Further towards the centre the stripes change into soft applegreen, and deep in the throat there is a faint red ring, the stamens being white.

The 4 seven to seven-and-a-half inch blooms stand gracefully on the slender stems. There are generally 2 scapes, 24-26" tall, to a bulb. The variety appeals to any Amaryllis-fan and is a very good seller. Price: \$ 3.25 each

Fire Dance

A superb novelty, which is listed for the first time this season. Its color is a gorgeous Dutch vermilion (approximately 717) with dark violet red in the throat.

All the broad and flat petals are of a self-color and recurve symmetrically, so that the well-closed flowers lend it an air of strength and volume.

Its blooms are nearly 10" diameter, whereas the calyxes are only abt 3" tall, so that they are rather flat.

2 Scares, 24" tall, bear each four very shapely blooms.

A variety that we specially recommend, as it is bound to be an enormous success. Price: \$ 5.- each

The name was again suggested by:

Mr. Robert D. Goedert, Jacksonville, Florida



FIVE STAR GENERAL

Printed by Velthuys-Hamberg, Hillegom-Holland

Franklin Roosevelt

Currant red (821), the upper petals having a bloodred reflection, the lower petals being of a somewhat lighter colorshade; a faint streak in the centre of the petals; very dark red in the throat; bloodred stamens.

2 Scares, 25" tall, each with 4 seven to seven-and-a-half inch blooms. The color is unique and the darkest red of all our Amaryllis.

Price: \$ 3.25 each

Five Star General

A very special variety, which is, however, the last to bloom in our collection of named Amaryllis.

The 9-10" blooms are of a gorgeous signalred (719) color with a white star in the centre, which white star shades with red streaks into full red towards the outer petals.

The edges of the petals are slightly suffused with red streaks. In the throat there is a dark red ring and the upper petals are slightly bearded.

Generally there are two scapes, abt. 30" tall, with each four large blooms. The treatment of this variety, however, requires somewhat more care. The main thing that matters is the temperature, viz. preferably 70 to 75 degrees Fahrenheit,

As this variety is rather slow in coming into full bloom, it is advisable not to give it too much water, as otherwise the roots will start rotting.

The long period of waiting for its blooms will be amply rewarded on seeing this wonderful Amaryllis variety. Price: \$ 5.- each

Halley

Lively poppy red (16) (orangered) with darker stamens and a very dark throat. All the petals are veined with a dark shade, imparting a special glow to the whole.

2-3 Scares, 20-24" tall, each with 4 rather flat and beautifully round, eight inch blooms. Price: \$ 3.25 each

Top rating (AA) in the Cleveland trials

Invincible

This shapely semi-trumpet Amaryllis is a fine Capsicum red (715) with a dark red throat.

2 Scares, 24-28", gracefully bear 4 eight inch blooms each, which sometimes flower all at the same time.

An excellent variety, that will find its way to Amaryllis-lovers.

Price: \$ 3.25 each



WYNDHAM HAYWARD
HALLEY
PINKSTERFLOWER

Liberty Hyde Baily

With this new variety we introduce one of the best red-colored novelties.

The fantastic clear oriental red color shade (almost 819) is so glowing and striking that the variety is likely to be the eye-catcher in your Amaryllis-collection.

The self-colored blooms are nicely shaped, the broad petals lending them a robust an well-closed shape.

2 Scapes, 24 - 26" tall, bear each 4 eight-to-nine inch blooms.

Price: \$ 5.- each

The name was suggested by: Rev. Paul E. Holland, Burlington

commemorating the fact that the world famoushorticulturist was born 100 years ago.

Love's Desire

Coral Pink (0619) is the color of this refined Amaryllis variety. The color of the outer petals matches more with porcelain-rose (620), whereas a white, but incomplete streak is highly suggestive of ease and looseness.

This variety focussed the attention of the public at the 1954 Amstel flora, and the judging committee spoke highly of this excellent Amaryllis novelty, providing it with an award of merit.

Two scapes, 24 - 26" tall, bear each four blooms of 8½ - 9" diameter.

Price: \$ 4.- each

Provided with an award of merit

at the Amstel flora, Amsterdam

Ludwig's Goliath

The largest-flowering Amaryllis amongst the scarlets.

This novelty, which we have already put to the test for some consecutive years, is of a brilliant red color (dark Orientred 819). Two 24-26" scapes bear each four 10-11" blooms of the rather flat and slightly loose type; its deep, dark red color is accentuated in the throat.

Price: \$ 4.- each

Listed for the second time

Ludwig's Dazzler

A magnificent addition to our Amaryllis collection, which we consider to be the *white favorite*.

The beautiful, wide opened calyxes are so dazzlingly white and so perfectly shaped, that its appearance cannot but impress the onlooker.

The 4 eight to eight-and-a-half inch blooms are flat, but sufficiently deep, and almost perfectly round, standing elegantly on their stems. Two scapes to a bulb.

This Amaryllis is a fine access to our collection, a promising variety, which is to win the hearts of the Amaryllis lovers in future.

Price: \$ 3.75 each

**Pure and Sparkling, the width and flatness of
contour make the flowers a collector's dream**

Peggy Schulz

Ludwig's It

A very large-flowered novelty, which is to make its appearance for the first time this season.

Its blooms, 10" diameter, are of a dark bloodred color (darker than 820), its throat being a dark currant red (821).

The large flowers are well-shaped, rather flat and stand proudly on their two strong scapes, which are 26-30" tall.

A great appearance in the new assortment. Price: \$ 5.- each

The name was suggested by a South African Amaryllis-lover:

Mrs. I. Freese, Pinetown

Ludwig's Masterpiece

Dark Dutch Vermilion of a pure and even color with a dark, deep, glossy throat. A very prepossessing appearance of a most flawless shape, perfectly round, flat and somewhat bearded.

2 Strong scapes, 28-30" tall, each with 4-5 very shapely, seven-and-a-half to eight inch blooms.

This variety is splendid and harmonious in its entirety, and warmly recommended.

Price: \$ 4.- each

Worthy of its Name

Ludwig's Scarlet

A magnificent dark red (820), strongly accentuated in the throat. The very special shape creates a strong and manly impression.

The 4 seven-and-a-half to eight inch blooms stand proudly on robust scapes. The inner petals are slightly bearded, making for full blooms. Four blooms flower generally on a 25" scape at the same time; often, however, the two scapes bear each four flowers in full bloom simultaneously, so that we warmly recommend this wealthy variety.

Price: \$ 2.75 each

Rating A in the Cleveland trials

Ludwig's Splendor

A peculiar, dark vermilion red color, matching best with Dutch Vermilion (717), having, however, a somewhat auburn glow. The deep, dark throat contrasts brilliantly with the peculiar red, as well as the stamens, which are of a bright red. 2 Strong scapes each with 4 eight-and-a-half inch blooms, which, standing gracefully on their stems, are extremely well-shaped.

Price: \$ 3.75 each

Lucky Strike

Gorgeous flowers of a solid oriental red (819) with a darker oxen-bloodred throat and of a fine round semi-trumpet shape, the inner petals being slightly bearded; mostly two 22-24" scapes with each 3-4 blooms standing extremely gracefully on their stems.

Lucky Strike is an extremely beautiful novelty. Needless to say that we specially recommend this outstanding novelty.

Price: \$ 5.- each

Listed for the second time

Margaret Rose

A fine shrimp red (616/3) (Pink striped) with upper petals with a suggestion of a Mandarin red shade (17/1), the lower petals being of a pure Begonia rose color and the throat of a light mandarin red. The soft rose stamens render the blooms all the more effective, whereas the broad petals make for a robust and strong shape. The calyxes of 8-9" diameter are flat and round, standing, four in all, with elegant and graceful pride on the two 26-28" scapes. We need hardly recommend this perfect variety.

Price: \$ 3.25 each



DAINTINESS
LOVE'S DESIRE
BRIDESMAID

Maria Goretti

The beautiful white calyxes are slightly fringed, giving a special cachet to this variety, which is very free-flowering.

2-3 Scares with always at least 4 eight inch calyxes to a scape, a strong grower with a promising future. Price: \$ 2.75 each

Miss Margaret Truman

This is the one of the favorites of the rose varieties, that will come into this year's Amaryllis market.

A splendid color matching most with Porcelain rose (620) with a Camellia rose reflection (622), Camellia rose stamens and a dark rose throat.

2 Scares, 26-28" tall, each with 4 seven-and-a-half to eight inch blooms of an unsurpassable beauty, of a faultless shape, round to a nicety, with a perfect depth in the throat.

The bloom makes a never-to-be-forgotten impression, and its special color cannot be replaced by any other Amaryllis.

This excellent variety may not be missing in any fine collection of Amaryllis. Price: \$ 3.75 each

Provided with an award of merit

at the Amstellflora, Amsterdam

Mothersday

A peculiar color, matching with mandarin red (17) (salmonred). The lower petals are faintly striped, the throat being a dark red and the blooms having a somewhat violet reflection near the centre. Its shape is flat and round.

2 Scares, 30" tall, each with 3-4 eight-and-a-half to nine inch, somewhat bearded blooms.

A strong Amaryllis and a successful seller. Price: \$ 2.75 each

Nivalis

A pure white variety with a faint green in the throat, particularly wellshaped, rather flat and lasting flowers, opening greenish, but changing into pure white, when in full bloom.

An Amaryllis in which there is a certain charm on account of its graceful flower shape and the elegantly proud way in which the blooms stand on their stems.

2-3 Scares, 22-24" tall, with 3-4 eight inch blooms.

Price: \$ 2.75 each

Provided with an award of merit

at the Amstellflora, Amsterdam

Peacefulness

A particularly well-shaped variety with large, almost round blooms. The color matches with something between bloodred (820) and Oriental red (819) suffused with a carmine red glow.

A refined beauty breathing rest and peacefulness because of the soundness and perfection of its shape, and the true-ness of its color.

2 Long scapes, 28 - 30" tall, each with 3 - 4 eight inch blooms.

One of our best varieties.

Price: \$ 2.75 each

Picotée

Some of our customers have already made the acquaintance of the peculiar Amaryllis Picotée, which was not yet in perfect condition at the time.

Through the time-devouring vegetative channel we have succeeded in producing some better varieties and are in a position to offer them in a modest way.

They are forerunners, however, of even better varieties, which are to make their appearance in future, but will keep you waiting for another few years as a result of their ticklish propagation. What we have on offer just now, is also specially beautiful, graceful and elegant and their quality will meet the ever-increasing demand for Picotée for the time being.

We feel confident that our customers will not rave less about the Picotée than about our well-known named varieties. Picotée is of a rather loose shape, its petals being slightly twisted resulting in a peculiar grace and elegance.

Its color is pure white, sometimes vaguely speckled with red dots; the petals are contoured or framed by a very narrow, clearly marked red edge. The throat is light applegreen with an occasional rosy red bottom.

The elegant loose shape of the attractive Amaryllis makes for an ideal and fantastic color contrast.

Two or three scapes, 20 - 24" tall, bear each four or sometimes five blooms of 9 - 10" diameter.

Picotée, the peculiar novelty, is meant for a great future.

Price: \$ 7.50 each

Pink Favorite

Fine Camellia rose (622) is the color of this exceptional Amaryllis. The tips of the petals are a shade lighter rose (622/2), imparting a special freshness to the flowers.

Towards the centre of the flowers the color gets darker rose. The stamens are rose as well.

2 Scapes, 28 - 30" tall, each with 3 - 4 particularly large flowers, i.e. 8½ - 9" (and often even 10" diameter).

The calyx has a depth of 3" to 3½", but the flower is yet sufficiently flat, due to its extraordinary size.

This variety needs must be appreciated by any Amaryllis-fan.

Price: \$ 4.50 each

Pink Perfection

This very free-flowering Amaryllis with its perfect shape has a fresh rose opal (022) color, whereas the tips of the petals are a shade lighter (carmine 21/2), the throat being a dark carmine rose.

Two scapes, 24 - 28" tall, which generally flower simultaneously, bear each 4 eight inch, very shapely, flat and elegant blooms. Often there is a third scape, bearing another four blooms.

Needless to say that we specially recommend this gorgeous variety.

Price: \$ 4.50 each

Pinksterflower

Beautiful Azalea pink (618) with a slightly Poppy red reflection and applegreen in the throat changing into Camellia rose.

The petals have all a filmy white edge and a fine, flat shape. 2 - 3 Scapes, 25 - 27" tall, each with 4 - 5 seven-and-a-half to eight inch blooms.

This utterly splendid type of Amaryllis we specially recommend.

Price: \$ 2.75 each

Red Sparkle

Dutch vermilion (somewhat darker than 717).

This variety blooms later than is normally the case with our Amaryllis, but the waiting for its beauty will be amply rewarded. A very warm color with a fine glow. The throat is dark red with a slightly rosyyred streak.

2 Scapes, 32 - 34" tall, each with 3 - 4 flat, eight-and-a-half to nine inch blooms.

Price: \$ 2.75 each



CHAMPION'S REWARD
LUDWIG'S MASTERPIECE
LUDWIG'S SCARLET

Rossini

The color of the petals is a carmine rose (21) with lighter rosy tips (Neyron rose 623), and a splendidly glossy, dark carmine rose throat. The flowers are fairly trumpet-shaped.

2 Scapes, 24-26" tall, each with 2-3 seven to seven-and-a-half inch blooms.

Another gorgeous novelty with a future.

Price: \$ 3.75 each

Salmon Joy

Soft mandarin red (17/1) (salmon orange) with a somewhat darker glow and a lighter faint streak running into the throat.

The stamens are of a slightly livelier color tending to a light red.

2 Scapes, 30" tall, each with 3-4 magnificent eight to eight-and-a-half inch blooms, which are of the flat type, slightly bearded, standing elegantly on their stems.

A particularly beautiful variety, which has always been in brisk demand scoring more and more success on account of its extraordinarily fine flowershape.

Price \$ 2.75 each

Provided with an award of merit

at the Amstelflora, Amsterdam

Shakespeare

Glowing Orient Red (deeper than 819).

According to the Royal Horticultural Color Charts this color shade cannot be described.

The glow and warmth it breathes is so intense, so extraordinarily beautiful that it defies every description.

The throat is also glowing, but much darker and has a fine depth.

The stamens are a light vermilion red.

Splendid shape, 2 scapes, 25-27" tall, with 4 eight inch, rather long blooms.

One of the most beautiful varieties we can offer in this color shade.

Price: \$ 2.75 each

Silver Lining

A particularly beautiful addition to our named Amaryllis collection, which novelty may be compared with our Five Star General, though Silver Lining is more outspokenly of the striped type.

Each scape bears 4 to 5 large flat flowers (9 - 10") of a red color with a white star, white stamens and a dark red ring in the very throat. The petal edges are white with red veins and the upper petals are slightly bearded.

A strong grower, flowering later, however, than most of the other varieties, though waiting for the breath-taking beauty of its belated blooms will be amply rewarded.

Price: \$ 5.- each

Listed for the third time

Siren

A peculiar salmon rose color, slightly violet shaded, with a somewhat lighter streak in the centre of the petals; a darker throat and rosy red stamens.

Four finely closed buds to a scape develop into magnificent, gorgeous 8 - 9" blooms, two scapes to a bulb.

This novelty, which we list this season for the fourth time, is bound to entice many an Amaryllis-lover into its power by its charm as did the mermaid in ancient mythology.

Price: \$ 3.- each

Snow Queen

A bouquet of white flowers, more intensively white than any other variety, white to the very throat.

2 - 3 Scapes, 16 - 18" tall (so rather short stems), two of which often bloom at the same time, forming a fantastic white bouquet, with always at least 4 seven to seven-and-a-half inch blooms.

A very decorative Amaryllis.

Price: \$ 2.75 each

Traffic Stop

This new access to our Amaryllis collection has a clear capsicum red color (715) with a slightly darker throat.

Its blooms, 8" diameter, are nicely-shaped, round and well-closed.

4 Blooms stand slightly uplifted on each of the two rather tall (24 - 26") scapes, which makes it a particularly fine plant.

The depth of the calyxes is 3 inches.

This novelty is bound to be highly valued for its brilliant color and its excellent qualities.

Price: \$ 5.- each

The modern name was suggested by Mrs. G. W. Payne, Houston, Texas

White Giant

Pure glistening white variety with good substantance, well-opened flowers. When just opening, the color of the flowers is not yet entirely pure white, but after some days the white will be immaculate and consequently intensified. The petals are namely a shade thicker than is normally the case.

2-3 Scapes, 22-24" tall, with 3-4 seven-and-a-half to eight inch blooms with magnificent leaves which are mostly a dark blue-green during florescence, lending them a certain, peculiar fascinating charm.

Price \$ 3.25 each

Provided with an award of merit

at the Amstelflora, Amsterdam

Winter Joy

A gorgeous, solid vermilion red variety, which is particularly free-flowering with its large, deep calyces. The throat is a dark vermilion, whereas the petals end in a slightly lighter red. A bright fresh color, outstanding in the collection of our redshaded hybrids.

Two robust 26-28" scapes bear each four 8-9" blooms. A magnificent novelty, the „coming" red Amaryllis, which we recommend without any reserve.

Price: \$ 4.- each

Listed for the third time

Wyndham Hayward

This Amaryllis is a particularly beautiful Amaryllis Hybrid, worthy of ranking amongst the best in any Amaryllis collection. The extremely well-shaped flower of a magnificent dark oriental-red (819) is one of the best varieties we offer this season. The throat is a glossy dark bloodred, contrasting nicely with the slightly lighter red stamens.

The flower is fairly flat but not exaggeratedly so, and having its desirable depth, rendering the whole very attractive. Generally two scapes, 28-30" tall, with 4 eight-and-a-half to nine inch blooms, a strong Amaryllis with a gracefulness, which level not every Amaryllis variety comes up to. In gratitude to Mr. Wyndham Hayward, Winter Park (Florida), who contributed a lot towards popularizing Amaryllis in general and our strain in particular and who has grown and examined nearly any species and variety of Amaryllis in his Lakemont Gardens, we have called this Amaryllis Beauty after him.

Price: \$ 3.75 each

Provided with an award of merit

at the Amstelflora, Amsterdam

Highest possible rating (AA) in the Cleveland trials



FRANKLIN ROOSEVELT
FANTASY
DORIS LILIAN

Amaryllis Gracilis

After many years of intentional and experimental crosses we have managed to offer you three named varieties of this fine small-flowered Gracilis. They are the varieties: *Fire Fly*, *Little Sweetheart*, *Picture*.

In the near future they will be added to several more varieties, but just now it is important for us to watch the reaction of the Amaryllis-loving public and to be guided as much as possible by their tastes. Amaryllis Gracilis is very free-flowering, and at the same time very early, it takes up less room, but is decidedly no less attractive than the large-flowered Hippeastrum.

No comparison should be made between the two strains, but Gracilis should be merely considered as a class by itself, a class nevertheless, which has its own special charm and is particularly suitable for small floral decorations and flowerworks.

The small and shapely florets are strong cutflowers, for which very reason they specially lend themselves for fine flowerwork.

For those who use Amaryllis as a garden border plant, Gracilis is pre-eminently suited to be planted in front of the border.

Gracilis comes easier and earlier (abt a week) into bloom than Hippeastrum.

In a living-room Gracilis will certainly take its place, as side by side with Hippeastrum there is hardly any bulbous plant so suited for the purpose.

We hope that many customers will give Gracilis a modest trial (stocks are still limited) and inform us of their findings and experiences, whatever they may be. See page 29

Fire Fly (Gracilis)

Clear Capsicum red (715) with a darker throat.

The petals are slightly pointed, lending the pretty flowers a certain smartness. The blooms are 4" diameter, the depth of the calyxes is $2\frac{1}{2}$ ". Two or three scapes, each bearing four to six blooms.

Altogether this excellent Gracilis variety makes a splendid decorative plant, once it has fully developed its beauty. Price: \$ 2.50 each

The name was suggested by: Mrs. John Neuman, Manitowoc

Little Sweetheart (Gracilis)

The color of this small-flowered novelty is salmon-like red with a soft green-white throat, running out into the petals, giving it a starlike impression, the star being outlined by darker red streaks. Two or three scapes with each four or five shapely blooms of 4" diameter and 2" deep.

A very fine, graceful and free-flowering potplant, a Gracilis Variety worthy of your attention. Price: \$ 2.50 each

The name was suggested by: Miss Jean Marie Muro, East St. Louis

Picture (Gracilis)

Glowing oriental red (819) with a white star and a white throat (a color combination as in Five Star General).

Two or three scapes to a bulb, with each four blooms of abt 4" diameter, but deeper than the two previous Gracilis varieties, viz. abt 3". A crisp Gracilis variety, an eye-catcher, which is not likely to escape being noticed. Price: \$ 2.50 each

The name was suggested by: Mr. Louis Uffelman, Pana

For your kind attention we offer you the three named Gracilis varieties at a total price of \$ 6.50

Parcels

Containing a choice collection of named Hybrids
--

For the convenience of our clients, and especially of our new customers we have listed 5 collections of named Amaryllis Hybrids this season to facilitate the choice for those who are less familiar with our varieties.

In these choice collections we have specially listed the highpriced varieties, slightly reducing the prices, however, for such a collection. You may rest assured that we most carefully composed these collections and that you will receive a collection of great diversity, both as to color and shape.

We reserve the right, however, to slightly modify the varieties of the choice-collections, if necessary.

Present and Gift Parcels

Speaking about Christmas, we could supply you with the following *surprise parcels* which may be given as Christmas Boxes, gift parcels on New Year's Day, on the occasion of birthday parties and other festivities.

You may send us your checks, stating whom we are to send the parcels to, and we shall mention your addresses as senders.

Choice Collection: A

at \$ 30.— Free to Door

1 American Express
1 Bouquet
1 Champion's Reward
1 Margaret Rose
1 Doris Lilian

1 Ludwig's Dazzler
1 Miss Margaret Truman
1 Salmon Joy
1 White Giant
1 Wyndham Hayward

Collection: B

at \$ 27.50 Free to Door

1 American Express
1 Bridesmaid
1 Bouquet
1 Halley
1 Ludwig's Scarlet

1 Love's Desire
1 Miss Margaret Truman
1 Salmon Joy
1 Maria Goretti
1 Franklin Roosevelt

Choice Collection: C

at \$ 15.— Free to Door

1 American Express
1 Bouquet
1 Margaret Rose

1 Ludwig's Dazzler
1 Miss Margaret Truman

Collection: D

at \$ 12.50 Free to Door

1 American Express
1 Bridesmaid
1 Miss Margaret Truman

1 Salmon Joy
1 Margaret Rose

Collection: E

at \$ 100.- Free to Door

(The Hundred Dollar Collection)

This all round collection contains 33 of our best named Amaryllis Clones, which we specially recommend to Amaryllis-lovers that have not yet imported our named Amaryllis Clones and can afford to spend \$ 100.- on Amaryllis.

1 American Express
1 Apple Blossom
1 Bouquet
1 Bridesmaid
1 Candy Cane
1 Cherry Queen
1 Crimson Beauty
1 Daintiness
1 Delilah
1 Diamond
1 Doris Lilian
1 Fantasy
1 Franklin Roosevelt
1 Halley
1 Invincible
1 Love's Desire
1 Ludwig's Dazzler

1 Ludwig's Scarlet
1 Margaret Rose
1 Mothersday
1 Miss Margaret Truman
1 Nivalis
1 Peacefulness
1 Pink Favorite
1 Pink Perfection
1 Pinksterflower
1 Red Sparkle
1 Roselinde
1 Salmon Joy
1 Siren
1 White Giant
1 Winter Joy
1 Wyndham Hayward



GRACILIS RED



Cultural Directions for Amaryllis

The Amaryllis is one of the finest bulbous plants, displaying its wealth of beautiful and shapely flowers in winter and early spring.

The culture of fair-sized bulbs to blooms is not so difficult, and may be achieved in any duly heated greenhouse, conservatory, sunparlor or glazed verandah.

Hints in General

Use fair-sized bulbs to obtain good results, preferably bulbs of at least 10"/up in circumference (all our named varieties are of the 10"/up size or larger). They will flower, if properly treated, six to eight weeks after planting.

In the Southern States of the U.S.A. Amaryllis are usually grown in the open. Please, bear in mind that so-called maiden soil should be used, i.e. a plot of ground in which no Amaryllis, and generally no other bulbs or bulbous plants have been grown before.

How are Amateurs to grow *Amaryllis*

The *Hippeastrum Amaryllis* is a bulbous plant originating from Tropical America. The flowering period extends from the middle of December till the end of April, sometimes even later, depending on the planting date.

After three or more years' culture the bulbs are of a good flowering size and quality (the varieties on offer in this list are at least of the 26 cm (10") size).

When the flowerbud appears, the bulb is put in a pot, which should not be too big. Keep a distance of abt. 1 inch between bulb and pot. Fill the pot to 2/5 inch below the brim of the pot with light, permeable earth, mixed with pure sand, and put the bulb for one half in this earth.

In the beginning the bulbs may be placed on a radiator or on a mantelpiece, but as soon as the flowerbud is entirely out, it is necessary to freely admit the daylight, keeping the bottom heat all the time. Do not leave the plant on the window-sill behind the curtains during the night.

It is better to remove the plant from windows that are too cold and to put it somewhere in a better temperature.

Stick to an average degree of humidity, but increase the quantity of water in proportion to the growth, taking precious good care at the same time not to exaggerate the watering.

Turn the pot regularly to thwart the inclination of the plant towards the light. When the scape (stem) has sufficiently developed and the flowerbud begins to open, it is advisable to support the scape (flowerstem).

If one wants the flowers to last in their perfect beauty, one should put them, when in full bloom, in a cooler place, which should, however, never be too cold.

After florescence the leaves must be kept intact to give the bulb strength again to develop other flowers.

By the latter half of May, dig in the pots in a garden, in such a way that the bulb is covered, preferably in a shaded spot.

Water regularly with liquid manure and leave the plant outside till September. Pot it again and let the leaves wither and fade away without watering. Should the foliage not be dead by the beginning of November, cut it off entirely.

Put the potted bulb in a temperate spot until the new flowerbud appears and pot the bulb anew in fresh earth.

The *Amaryllis* is one of the best decorative domestic plants and can easily be cultivated from the stage of a bulb to that of a flowering plant of an incomparable beauty.

We multiply the *Amaryllis* vegetatively, i.e. by cutting up the motherbulbs and in this way we obtain more bulbs of exactly the same variety, color shade and flower shape.

All the named varieties of this catalog are fair-sized bulbs, which is for you a guarantee for a successful growth and flowering.

1. *Amaryllis* are mostly potted. Do not take too small pots ; there should be a space of soil of abt. one inch between the bulbs and the pot itself. Cut off the roots till they are abt. 5 inches long. Put the bulb so that half of it is above the surface of the level of the earth in the pot, so as to give the roots enough room and soil.
2. Use good nutritious leaf-mould with some old decomposed dairy manure or horse-dung and press it together, but not too closely.
3. Dig the pots in a warm bench or bed in airy, porous earth, and cover the bulbs till abt. $\frac{2}{5}$ inch of the bulbs is still visible. Distance from pot to pot should be abt. 8 inches.
4. See to sufficient heating in the benches or beds : 70 to 80 degrees Fahrenheit. This may be achieved by means of heatingtubes under the benches or beds or of a 6" layer of horse-dung, which should be closely pressed.
5. See to it that the green- or hothouse is sufficiently heated, 70 to 80 degrees Fahrenheit, and let the daylight freely penetrate.
6. Water moderately during the first stage of growth, warming-up of the water is recommended ; on further development of the plant, administer more water.
7. When the stems grow longer, support them with the aid of a bit of stick or a pin.
8. When the flowers burst open, the plants should be put in a cooler spot, its temperature, however, being not lower than 60 degrees Fahrenheit. In this way they will keep their beauty longer.
9. After the plant has flowered, cut off the stems (scapes), keep the plants in the green- or hothouse, and administer regularly some liquid manure during the further growth. Do not give any more water after August 15th and take the bulbs from the benches or beds in early October, cut off the foliage and preserve the bulbs at 62 degrees Fahrenheit. When the flowerbud is visible again, the same treatment should be repeated, starting again with number 1.

Ludwig Strain Amaryllis Seeds

As spring in Holland is not always as sunny as we should wish it to be, the Amaryllis Seeds often mature but slowly in our hothouses. Not but that this affects the quality or the germinating power of the seeds. On the contrary, we guarantee that at least 95 % of our seeds will germinate, if treated properly. To ensure the success of the germination we always include in every seed-parcel we despatch our cultural directions. We have, however, decided to postpone the date of delivery from May to June/July, so that our customers know beforehand that the seeds ordered will not come to hand earlier than the latter half of June.

The Amaryllis seeds are gathered from our best named varieties in existence. Here is our quotation :

Superior selected pure white Ludwig Amaryllis seeds at \$ 4.25 per hundred seeds

Superior selected Ludwig Amaryllis seeds in other colors at \$ 3.25 per hundred seeds

The colors are: red, darkred, light red, rose, salmon, orange, striped, mixed

Ludwig Gracilis (Miniature) Amaryllis seeds at \$ 4.25 per hundred seeds

Delivery: Free to Door

Date of delivery, June/July

Forwarding: by Air

Payment: cash (i.e. Dollar Check) with order (C.W.O.)

Awards of Merit

Obtained at some shows and exhibitions, in which we participated:

Hillegom, 1929: *Silver Cup for the best exhibit of a pure white Amaryllis, and a gold Medal for the finest exhibit of the show*

Haarlem, 1932: *Gold Medal for the best exhibit of the show in the Amaryllis line*

Heemstede, Flora 1935: *Gold Medal for the finest Amaryllis exhibit*

Haarlem, 1938: *Gold Medal for the best Amaryllis exhibit*

AFTER THE WAR

Lisse, Christmas 1948: *Gold Medal for the best Amaryllis exhibit*

Paris, Louvre Show, 1949: *Honorable mention for the best collective Amaryllis Exhibit. For this show, no prizes were put up, as ours was a collective exhibit of Amaryllis, our firm representing Holland as to Amaryllis*

Gent, (Gand), 1950: *Gold Medal for the best Amaryllis exhibit of the show*
(Floralies Gantoises)

Heemstede, Flora Show 1953: *Leading Price*

Amstelflora (Amsterdam): *Gold Medal of the Royal General Society for Floriculture. Gold Medal of the Royal Society of Horticulture and Botany. Gold Medal of the celebrated K.L.M. Pilot, Viruly. Eight Awards of Merit*
(March/April 1954)

Terms of Sale

DELIVERY

All prices mentioned in this Amaryllis Catalog are to be understood for "Delivery Free to Door" including all charges (Freight, insurance, import duties etc.) up to the place of destination.

DATE OF DELIVERY

First pool shipment of Amaryllis parcels and consignments for the U.S.A. **in early November.**

Second pool shipment for the U.S.A on **January 2nd.**

Last pool shipment by **the end of February.**

PAYMENT

Cash with order (i.e. personal check or bank draft or international money order)

How are customers to order our Amaryllis:

For U.S.A. Customers

1. Complete the order we have inserted in this catalog.
2. Figure up the amounts.
3. Enclose check for the total amount.
4. Mention in which of the three pool shipments for the U.S.A. your consignment or parcel is to be included.
5. Airmail order sheet to our address.

For Customers not residing in the U.S.A.

For all other customers the prices in this catalog give a fair idea of what our Amaryllis Clones will cost when delivered "Free to Door", so that they may safely send in their provisional order. We shall then give them a quotation in the desirable currency, so that they may know exactly what the bulbs will cost them.